Advertisements to small and medium newspapers

2600. DR. T. SUBBARAMI REDDY: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether her Ministry has directed the advertisers to give a minimum of nine advertisements to small and medium newspapers;

(b) if so, whether the guidelines based on the Parliamentary Committee's recommendations have been circulated to all to help the small and medium newspapers; and

(c) if so, the other decisions of the Committee considered and implemented by now?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) and (b) Government has not issued any directive to advertisers to give a minimum number of advertisements. However, the Directorate of Advertising and Visual Publicity (DAVP) has planned to step up the advertisements in a year to small and medium newspapers from the level of 3 to 9.

(c) In the meeting of the Consultative Committee of MPs attached to the Ministry of Information and Broadcasting, it has been decided that a small group of members from amongst the members of the Consultative Committee may like to tour and assess the ground realities that prevail in regard to various newspapers, particularly in areas like Delhi, Bhopal, Lucknow and Jaipur. A State-wise list of newspapers has also been provided to the members of the Consultative Committee for their reference.

Competition for the programmes of AIR and Doordarshan

2601. SHRI MANOJ BHATTACHARYA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government are aware that there is growing competition for the programmes of AIR and Doordarshan Network from the private channels;

(b) if so, the details thereof:

(c) whether Government propose to take any steps to assist the AIR/Doordarshan to take on these challenges;